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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

For: "Method and Apparatus for
Transmission, Receipt and Display of
Advertisements"

Filed: March 22, 2000

Group Art Unit: 2623

Examiner: James Sheleheda

-) Certification Under 37 CFR 1.8
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Attorney for Applicants

RESPONSE TO THE OFFICE ACTION DATED MAY 1, 2007

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Sir:

In response to the official action dated May 1, 2007, please consider the following
remarks:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 15 of this paper.